

# Tourism Sustainability Plan for the Barcelona Destination (PSTDB)

Tourism Directorate, City of Barcelona

October 2025



Finançat per  
la Unió Europea  
NextGenerationEU



Plan de  
Recuperación,  
Transformación  
y Resiliencia



Next Generation  
Catalunya



Generalitat de Catalunya  
Departament d'Empresa  
i Treball

Barcelona 



# Background



The **Strategy for Sustainable Tourism in Destinations** is part of the Spanish Government's **Recovery, Transformation, and Resilience Plan**

In this context, the Ministry of Industry, Trade, and Tourism aims **to transform, modernize, and improve the competitiveness of the tourism sector** through sustainability and digitalization.



It is part of component 14 of the PRTR “Competitiveness and Modernization Plan for the Tourism Sector.”

The call for projects is funded with:

**1.900M€**

Catalonia's allocation:

**194M€**

Barcelona's  
Tourism Plan  
requests:

**50M€**

Barcelona is prepared to face the challenge of European funds in relation to tourism. The city has been working over the last few years to transform and diversify its tourism model, consolidating Barcelona as a leading urban tourism destination that adheres to sustainability, equity, and quality criteria. Thus, a **Strategic Plan**, a **Tourism Marketing Strategy**, a **New Imaginaries Government Measure**, and the definition of the visitor economy in the Barcelona **Green Deal economic agenda** have been outlined. Additionally, the projects presented align with the strategic objectives of the **Barcelona Dossier**.



# Objectives of the PSTDB

The goal of the PSTDB is to boost **economic recovery** and **resilience** through **decentralization**, the **creation of new imaginaries**, and **innovation**, ensuring the **social return** of tourism and the **sustainability** of the activity. For this reason, six main objectives are proposed:

- 1 Consolidate the **sustainability of the tourism model** and its integration and coherence with the city model and the life of the citizens, raising awareness among the stakeholders of the visitor economy
- 2 Promote the **territorial decentralization** of tourism activity, focusing on polycentrism, through the **valorization of new imaginaries**
- 3 Promote the valorization or **creation of new content** based on **culture, creativity**, and the **unique values of Barcelona** as a destination.
- 4 Encourage **sustainable tourism mobility** compatible with the city's tourism and mobility model
- 5 Drive processes to improve **energy efficiency and mitigate climate change** in tourism activities.
- 6 Enhance the comprehensive digitalization of tourism activity and promotion

On the other hand, the **projects included in the PSTDB align with the strategic axes** defined in the framework of the call. These axes are as follows:

- 1 **Green and sustainable transition**
- 2 **Energy efficiency**
- 3 **Digital transition**
- 4 **Competitiveness**

# Areas of PSTDB

Projects approved in the PSTDB are strategically grouped into action areas. These areas include a broad territorial reach, with a focus on Besòs, Litoral, and Montjuïc.

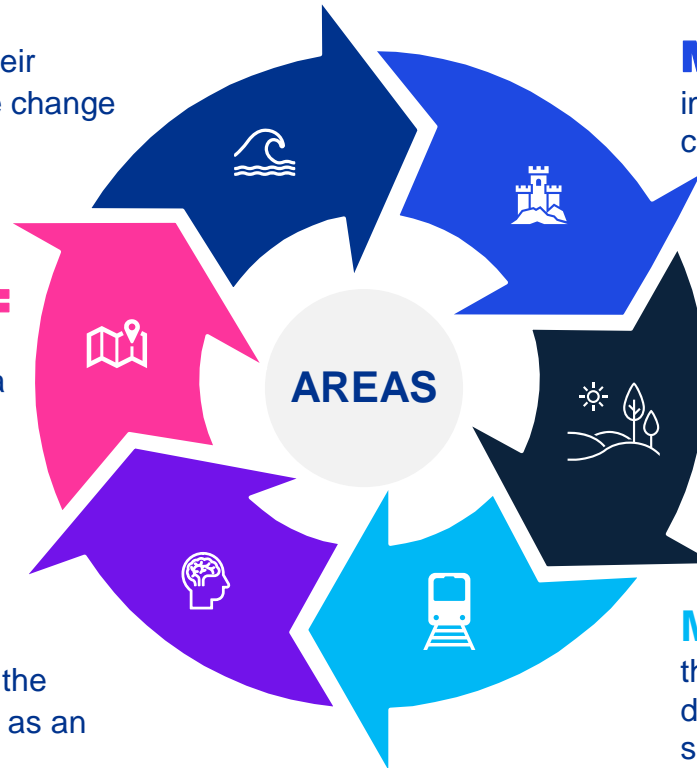
**Litoral:** Renaturalize the beaches, improve their accessibility and safety, and adapt them to climate change

**Nueva Oferta Desconcentrada:**

Expand the tourist offer with new competitive points of interest to achieve urban rebalancing in a polycentric city

**Innovación - Digitalización y**

**Sostenibilidad:** Create a turning point in the deployment of digitalization, positioning Barcelona as an innovative urban tourism destination



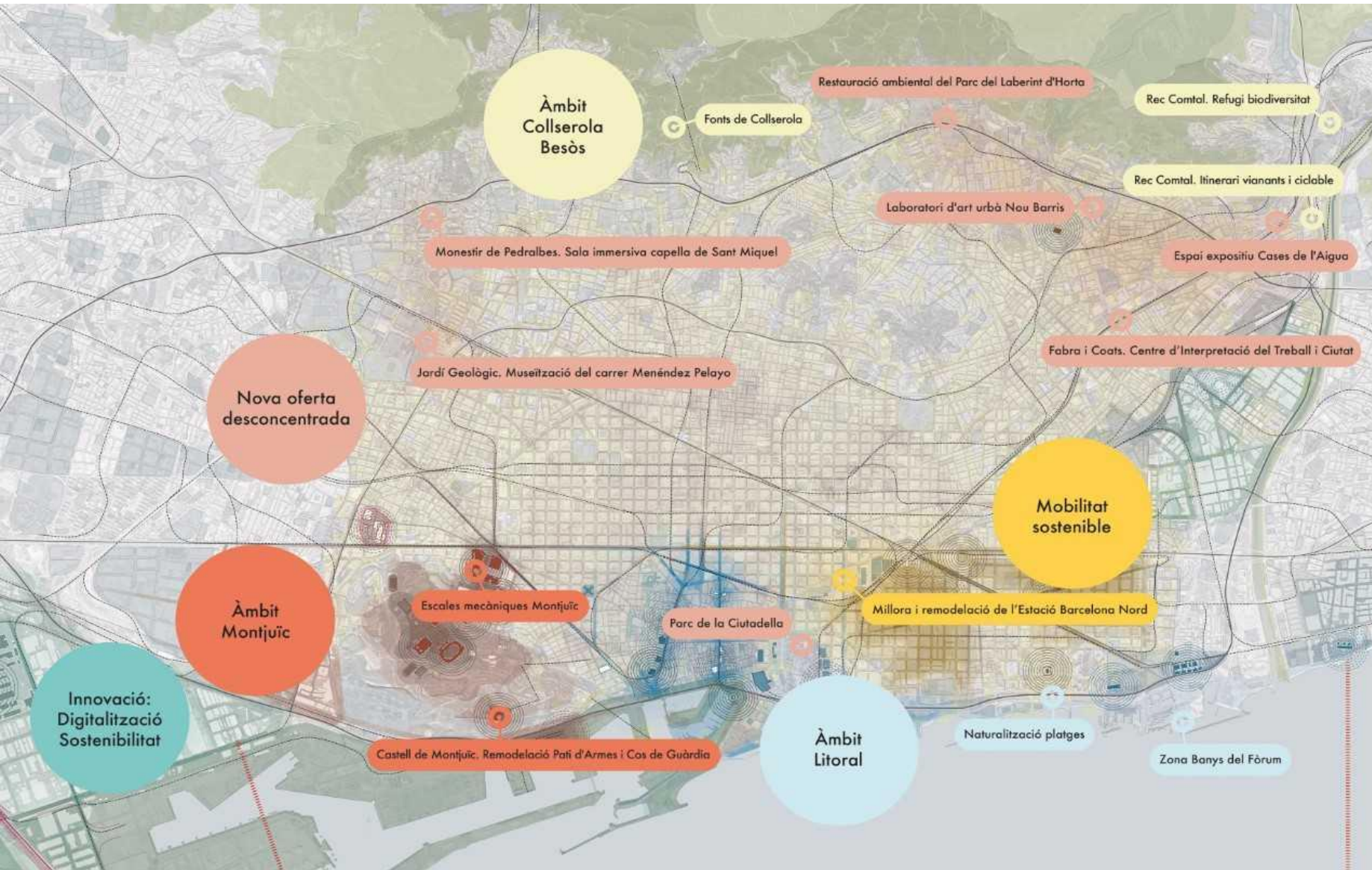
**Montjuïc:** Enhance the large civic park, improving its accessibility, to attract visitors linked to culture, sports, and the natural environment

**Besòs / Collserola:** Dynamize the Collserola Natural Park and the Besòs Riverbank through environmental recovery and the historical restoration of different tourist attractions

**Movilidad Sostenible:** Actions to integrate the uses and dynamics of tourist mobility into the desired city mobility model: healthy, safe, balanced, sustainable, and accessible



# Tourism Sustainability Plan for the Barcelona Destination



Press release: [Presentation of the Tourism Sustainability Plan for the Barcelona Destination](#)

**Agreement of the Sectorial  
Tourism Conference on  
December 14, 2022**



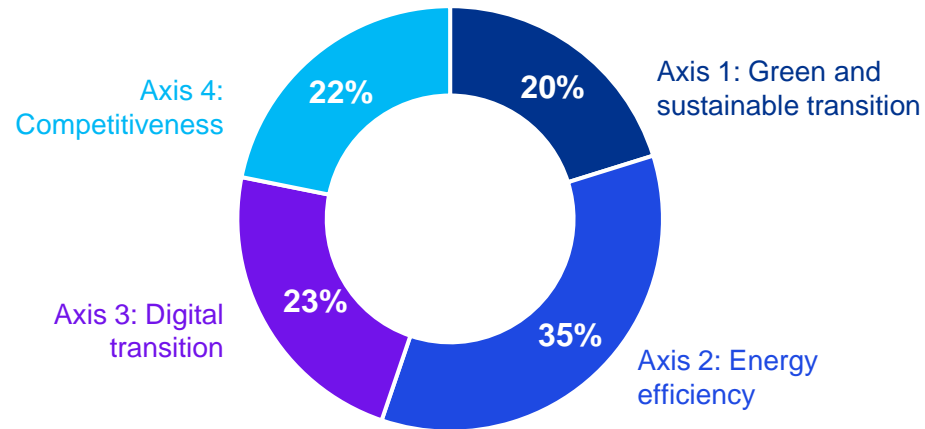
**A subsidy has been granted  
to the City of Barcelona in  
the amount of**

**40.8M €**

**Divided between  
19 projects**

# Projects by PSTDB axes

Total	
40,8M€	19 projects



Distribution of the budget by the axes of the call:

Axis 1		Axis 2	
10,097M€	5 projects	10,984M€	3 projects
Axis 3		Axis 4	
9,94M€	6 projects	8,968M€	5 projects

- According to the “Resolution of December 19, 2022, from the Secretary of State for Tourism, which publishes the Agreement of the Sectoral Tourism Conference of December 14, 2022, establishing the distribution criteria and resulting allocation for autonomous communities, Barcelona’s funding is directed towards investments for local entities within the framework of Component 14, Investment 1 of the Recovery, Transformation, and Resilience Plan”.  
The resolution includes two milestones:
  1. Milestone 220 - Have executed 30% of the Plan by December 31, 2024, which was successfully surpassed.
  2. Milestone 221 - Finalize the Plans during the second quarter of 2026, with the expected completion date of May 8, 2026, in line with the stipulations of the PSTDB and the resolution of the Generalitat de Catalunya allocating the funds to the City of Barcelona.
- The call allows budget adjustments between actions, as long as they are within the same axis and ensure compliance with the minimum percentages for environmental labels.
- The remaining funds due to lower-than-expected bids can be reallocated to other actions within the same axis.

# Projects by PSTDB axes

## Axis 1: Green and sustainable transition

- Improvement of beaches and bath zone at the Fórum
- Restoration of “Fonts de Collserola”
- Environmental restoration of “Parc de la Ciutadella”
- Environmental restoration of “Parc del Laberint d’Horta”
- “Rec Comtal” path. Biodiversity refuge

## Axis 3: Digital transition

- Bus Zone 4.0.
- Agency of public and tourist services
- Digitalization of Barcelona’s tourism promotion
- Subsidy for the digitalization of private entities in the visitor economy
- “Cases de l’Aigua” exhibition space
- Digital museum portal

## Axis 2: Energy efficiency

- Improvement and remodeling of Barcelona Nord station
- Replacement and update of the Montjuïc escalators
- “Rec Comtal” path. Pedestrian and cycling route

## Axis 4: Competitiveness

- Urban Art Laboratory in Nou Barris
- “Monestir de Pedralbes”. Immersive Chapel of Saint Miquel
- “Fabra i Coats”. Museum of Work and the City
- Geological Garden. Urbanization of Menéndez Pelayo Street
- Montjuïc Castle. Remodel of the weapons courtyard and guardhouse

# Global vision

Below are the most relevant data on the current status of the Tourism Sustainability Plan for Barcelona Destinations. This data helps to contextualize the current situation and provides a global overview of the project..

## Total budget and buget financed with NGEU funds



**53,215,553.34 €**

Total budget for the Plan's actions



**40,848,876.08 €**

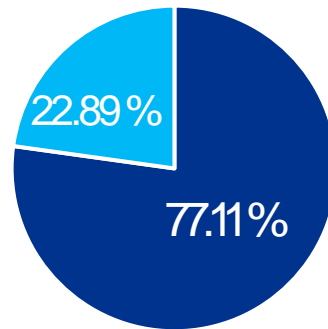
Budget financed with NextGenerationEU funds.

**15,521,936.72 €**

Total invoiced from NextGenerationEU funds to date.

Updated 16/10/2025

## Financing type of PSTDB



- Financed with NGEU funds
- Financed with own funds

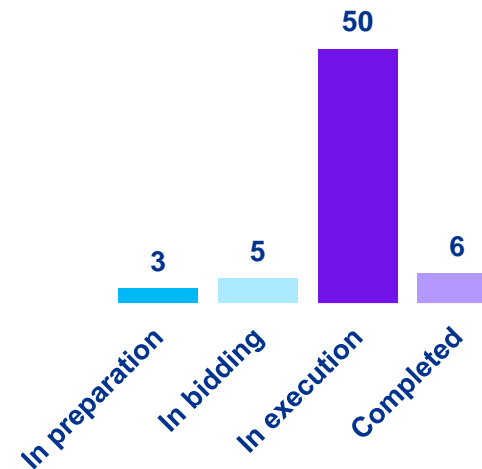
**65.87%**

Of the PSTD has been executed to date

 **19**

19 distinct projects managed by various governing bodies

Number of actions according to the current status. Half of the actions have been awarded and are being executed.



**64** 

distinct actions within the 19 projects included in the Plan

*These will be supplemented by bids made from the remaining funds of the projects.*

**June 30, 2026**

Deadline for PSTD completion



01

# **PSTDB managing bodies**

# Managing bodies of the Plan

The Tourism Sustainability Plan for the Barcelona Destination has nine managing bodies responsible for developing and implementing the actions proposed in the plan. These organizations, formed by municipal entities and specialized consortia, work together to ensure a more sustainable, balanced tourism model aligned with the needs of the city and its citizens.

The different bodies involved in the development of the projects and actions of the Plan are as follows:





# Projects driven by the managing bodies of the Plan

## BCASA

- Improvement of beaches and bath zone at the Fórum

## BIMSA

- Restoration of “Fonts de Collserola”
- Environmental restoration of “Parc de la Ciutadella”
- “Fabra i Coats”: Center for the Interpretation of Work
- Geological Garden. Urbanization of Menéndez Pelayo Street
- Montjuïc Castle. Remodel of the weapons courtyard and guardhouse

## INSTITUT MUNICIPAL DE PARCS I JARDINS

- Environmental restoration of “Parc del Laberint d'Horta”

## BSM

- Improvement and remodeling of Barcelona Nord station
- Replacement and update of the Montjuïc escalators
- Bus Zone 4.0

## CONSORCI DEL BESÒS

- “Rec Comtal” path. Adequation of the route and biodiversity refuge

# Projects driven by the managing bodies of the Plan

<b>CONSORCI DE TURISME DE BARCELONA</b>	<ul style="list-style-type: none"><li>• Digitalization of tourism promotion.</li></ul>	<b>ICUB</b>	<ul style="list-style-type: none"><li>• Immersive room at the Monestir de Pedralbes.</li><li>• Digital portal of the municipal museums of Barcelona</li><li>• "Cases de l'Aigua" exhibition space</li><li>• Multiplatform channel dedicated to promoting the cultural sector</li></ul>
<b>DISTRICTE DE NOU BARRIS</b>	<ul style="list-style-type: none"><li>• Urban Art Laboratory in Nou Barris.</li></ul>	<b>DIRECCIÓ DE TURISME DE BARCELONA</b>	<ul style="list-style-type: none"><li>• Call for digitalization subsidies for private entities in the visitor economy.</li></ul>



02

# Projects

# Restoration of “Fonts de Collserola”

The project for the restoration of “Fonts de Collserola” aims **to improve the natural and heritage environment, restore historical elements, and consolidate the environmental values** of the area, ensuring compatibility with the public use of the park.

The main objectives of the action focus on:

- Preserve and enhance the **natural and historical heritage** of the springs.
- **Recover biodiversity** and improve sustainability through the restoration of water systems.
- **Promote tourism decentralization** by highlighting new points of interest in the Collserola Park.
- **Facilitate public use of the park** by improving accessibility, signage, and integration of the springs into the natural environment

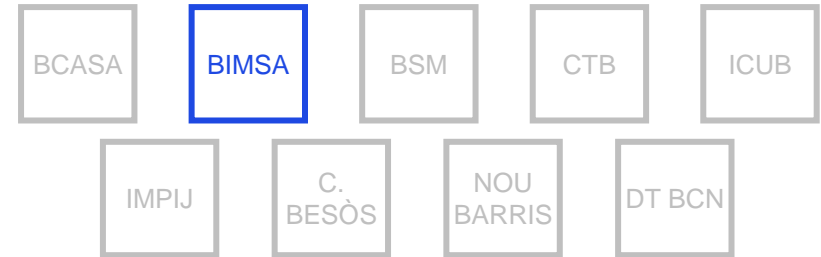
The project is divided into two major lines of action:

- Restoration and adaptation of 18 springs distributed across the districts of Sarrià-Sant Gervasi, Horta-Guinardó, and Nou Barris.
- Rehabilitation of the "Font de la Budellera," the most emblematic spring of the park



## PROJECT ACTIONS

1. Project drafting and layout services.
2. Restoration work on the Collserola Springs.



**Total Project amount**  
**1,282,249.95 €**

**Amount financed with NGEU funds**  
**1,179,750.00 €**

**Execution percentage**  
**35.63%**

**Execution schedule**  
**September 2024 - March 2026**



# Improvement of the beaches and bath zone at the Fòrum

Barcelona Cicle de l'Aigua S.A. leads the implementation of transformative projects within the PSTD. The intervention plan proposes a series of actions at the city beaches and the bath zone at the Fòrum to create a **space that is safer, more accessible, natural, and adapted to climate change**, which will allow for generating a broader range of services and tourist products with an inclusive and cross-cutting perspective.

The project will involve **improvements in infrastructure**, including the installation of autonomous access for people with disabilities, new **shaded areas on the sand**, the creation of space for the **installation of the Beach Center**, and the installation of **new signage**. Additionally, **safety improvements** will be made to the breakwaters, and a total intervention will be carried out at the Fòrum bath zone (ZBF).



## PROJECT ACTIONS

1. Executive project for the works to adapt the premises located at the Mare Nostrum promenade, 19-21. Final location.
2. Adaptation works of the premises at Mare Nostrum promenade, 19-21. Final location.
3. Executive project for the improvement and adaptation of the urbanization and infrastructure at the ZBF.
4. Works to improve and adapt the urbanization and infrastructure at the ZBF.
5. Executive project for the adaptation of autonomous access walkways on city beaches.
6. Supply of a prototype of autonomous access walkways on city beaches.
7. Administration personnel.
8. Project Manager.
9. Citizen communication.
10. Sand movement for climate change adaptation.
11. Social dynamization at the Fòrum Bath Zone



**Total project amount**  
**3,631,269.47 €**

**Amount financed with NGEU funds**  
**4,000,000.00 €**

**Execution percentage**  
**56,61%**

**Execution schedule**  
**February 2023 - April 2026**

# Environmental restoration of “Parc de la Ciutadella”

The project aims to carry out the environmental rehabilitation of Parc de la Ciutadella, an emblematic green space in Barcelona, cataloged as a National Cultural Heritage (BCIN). This intervention will improve its green infrastructure, optimizing environmental and social management to reinforce its role as a climate refuge within the city.

The main objectives of the project focus on:

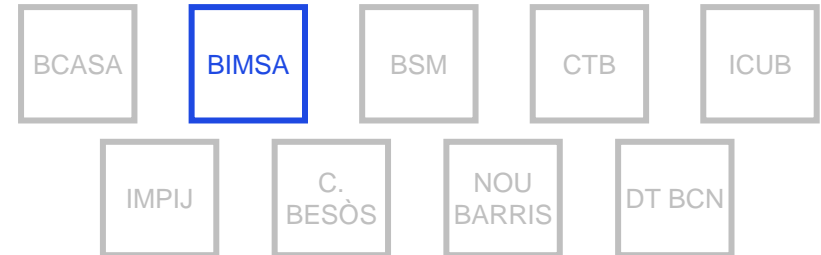
- Restoring the park as a **historic space** and as a **climate refuge** for the city.
- **Improving the environmental infrastructure** of the park, including drainage and irrigation systems to make them more energy-efficient.
- **Enhancing the state of the vegetation**, improving its quality and resilience to climate change.
- **Adapting the park to the needs of the 21st century**, ensuring compatibility with its heritage and scientific value.
- **Integrating the park into the "Ciutadella del Coneixement"** project, promoting its use as a learning and research space.

The project will intervene in various areas of the park, including the Joaquim Renart promenade, Josep Fontseret gardens, el Paseo de los Tilos, and the central sector of the park



## PROJECT ACTIONS

1. Rehabilitation of the green spaces of Parc de la Ciutadella.



**Total project amount**  
**3,666,666.65 €**

**Amount financed with NGEU funds**  
**3,536,830.00 €**

**Execution percentage**  
**92.17%**

**Execution schedule**  
**April 2024 - October 2025**

# Environmental restoration of “Parc de la Ciutadella”



# Environmental restoration of “Parc del Laberint d’Horta”

This project aims to renovate the maze garden located within the "Laberint d'Horta" Gardens, a **historic space cataloged as a Cultural Heritage Site of Local Interest** (BCIL) and in the process of being declared a National Cultural Heritage Site (BCIN). It is one of the oldest gardens in Barcelona, created in 1791, which has been managed as a museum garden since its complete restoration in 1994.

The project includes the **complete restoration of the maze garden to preserve its heritage value and improve its environmental quality**. The intervention will also contribute to tourism decentralization, as despite the park’s popularity, it is located outside the mass tourist circuits.

The main objectives are:

- Restore the maze garden to **improve its environmental and landscape** quality.
- **Improve the conservation and efficiency of natural resources**, optimizing irrigation and soil management.
- **Promote tourism decentralization**, enhancing heritage spaces outside the city center.
- **Preserve the historical and architectural value of the park**, respecting its original configuration.
- **Improve visitors' experience**, ensuring the space is in optimal conditions for their enjoyment.



## PROJECT ACTIONS

1. Environmental restoration of the "Parc del Laberint d'Horta".



**Total project amount**  
**1,325,130.80 €**

**Amount financed with NGEU funds**  
**1,000,000.00 €**

**Execution percentage**  
**72.04%**

**Execution schedule**  
**February 2025 – March 2026**



# Environmental restoration of “Parc del Laberint d’Horta”



# “Rec Comtal”. Adaptation of the itinerary and biodiversity refuge

This project combines two complementary actions for the environmental recovery and heritage integration of the "Rec Comtal" and its integration as a green corridor and sustainable tourist itinerary. The goal is to **improve the ecological biodiversity and quality of the "Rec Comtal," while also creating an accessible route for pedestrians and cyclists**, connecting various historical and environmental elements in the territory.

The "Rec Comtal", with more than 1,000 years of history, is a key infrastructure in Barcelona's water supply and the agricultural and industrial development of the city. Today, its route through Vallbona represents a unique opportunity to recover it as an **ecological, historical, and social space**, promoting a new model of sustainable tourism.

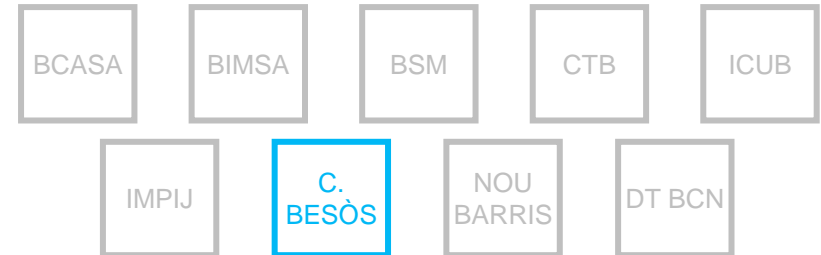
The main objectives are:

- **Restore the "Rec Comtal"** as an ecological corridor and biodiversity space.
- **Create a green route for pedestrians and cyclists**, integrating heritage and nature.
- **Promote cultural and sustainable tourism**, decentralizing the tourist offer.
- **Connect the "Rec Comtal" with other green infrastructure** and mobility routes.
- **Digitalize and value the historical memory and heritage** of the Rec Comtal.



## PROJECT ACTIONS

1. Biodiversity refuge.
2. Pedestrian and cycling route



**Total project amount**  
**2,636,186.23 €**

**Amount financed with NGEU funds**  
**2,923,873.48 €**

**Execution percentage**  
**55.48%**

**Execution schedule**  
**March 2025 – March 2026**



# “Rec Comtal”. Adaptation of the itinerary and biodiversity refuge



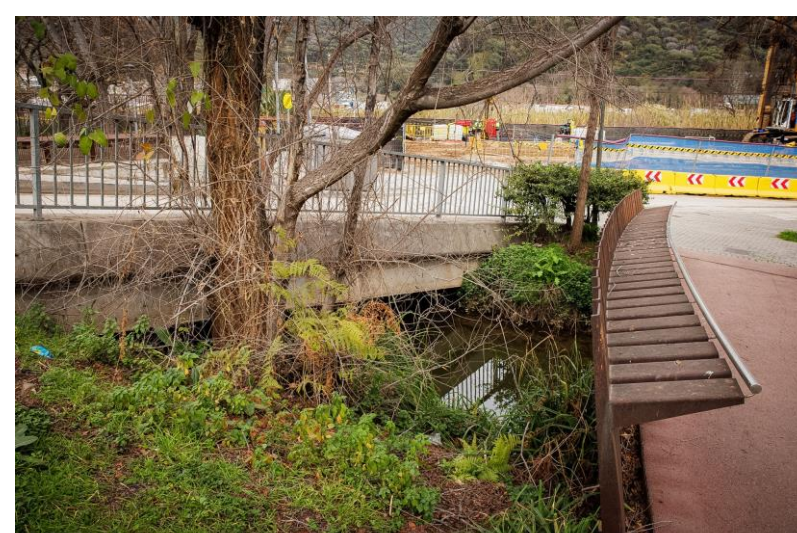
*Imatge actual del Rec Comtal el seu pas per Vallbona / Adrià Goula*



*Simulació de l'estat en què quedarà el Rec Comtal un cop es faci la intervenció*



# “Rec Comtal”. Adaptation of the itinerary and biodiversity refuge





# Montjuïc escalators

The project aims to renovate the 22 escalators of the Montjuïc mountain, which are used annually by 5 million people to access cultural facilities, events, sports, and training areas. The intervention seeks to **improve accessibility, sustainability, and energy efficiency**, ensuring a modern mobility **system adapted to current needs**.

The new **stairs will be more energy-efficient and manageable remotely**, allowing their operation to be adjusted according to momentary needs (e.g., during mass events or peak hours).

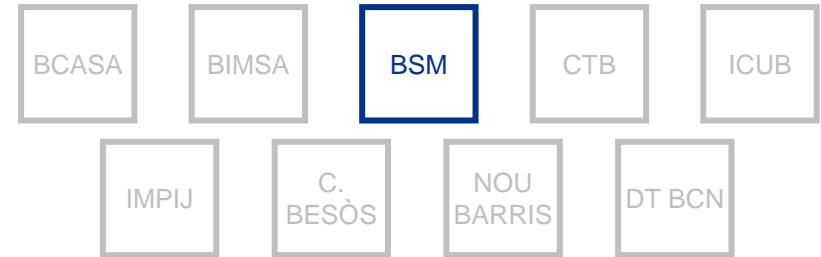
The main objectives are:

- **Guarantee universal accessibility on Montjuïc**, facilitating access for citizens and tourists.
- **Promote sustainable mobility** by reducing private vehicle use and boosting public transport and active mobility.
- **Improve visitor flow management** by adapting the use of the stairs based on demand.
- **Reduce energy consumption** and CO<sub>2</sub> emissions with more efficient and sustainable systems.



## PROJECT ACTIONS

1. Replacement and update of the current escalators.



**Total project amount**  
**7,177,946.25 €**

**Amount financed with NGEU funds**  
**3,600,000.00 €**

**Execution percentage**  
**79.69%**

**Execution schedule**  
**July 2024 - February 2026**

# Montjuïc escalators



# Improvement and remodeling of the Barcelona Nord station

The project aims to remodel and modernize the Barcelona Nord Station. The work will be carried out by implementing a **new configuration of the station in a single floor**, which will facilitate internal movements and improve the perception of security and the image of the space. Additionally, **energy efficiency measures** will be implemented, including the installation of photovoltaic panels and improvements to the lighting system.

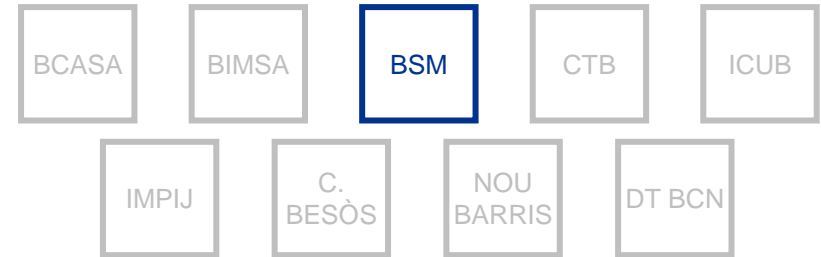
The main objectives are:

- Convert the Barcelona Nord Station into a **tourist bus hub**, improving management and adapting it to current needs.
- **Promote sustainable tourism mobility**, optimizing passenger flows and implementing access control systems.
- **Improve energy efficiency**, reducing electricity consumption with renewable energy sources.
- **Promote tourism decentralization**, consolidating the station as a reference point outside the historic center.
- **Recover and highlight the historical architecture of the building**, improving its function as a public and cultural space.



## PROJECT ACTIONS

1. Preliminary work for the adaptation of the Barcelona Nord Bus Station.
2. Photovoltaic panels.
3. Works related to the executive project for the adaptation of the bus station "Barcelona Nord".



**Total project amount**  
**10,703,257.91 €**

**Amount financed with NGEU funds**  
**4,840,000.00 €**

**Execution percentage**  
**61.30%**

**Execution schedule**  
**December 2024 - December 2025**



# Improvement and remodeling of the Barcelona Nord station





# Urban art laboratory in Nou Barris

The Urban Art project in Nou Barris aims to **transform and energize public space through high-quality artistic interventions**, creating an attractive cultural and tourist spot that places the district on the map of the city. This initiative seeks to **improve degraded urban environments, foster a sense of belonging among local residents, and promote social cohesion** through urban art.

The project will primarily develop at Torre Baró, facilitating collaboration between local and international artists, **turning Nou Barris into a laboratory of urban and creative innovation that enriches the district's landscape and boosts its economic regeneration.**

The key objectives are:

- **Position Nou Barris** in the city's tourist and cultural imagination.
- **Give new meaning and redefine urban spaces** through urban art.
- **Promote community creation and citizen participation** in the project.
- **Attract local and international talent** to create a new hub of artistic innovation.
- **Stimulate local economic development** through new cultural activities.
- **Promote sustainable tourism** by creating new urban imaginaries.



## PROJECT ACTIONS

1. Technical office to develop an urban art project.



**Total project amount**  
**838,613.00 €**

**Amount financed with NGEU funds**  
**953,018.45 €**

**Execution percentage**  
**76.26%**

**Execution schedule**  
**September 2025 – December 2026**

# Monastery of Pedralbes. Immersive room at the chapel de Sant Miquel

The project involves the creation of an immersive and interactive room inside the Royal Monastery of Santa Maria de Pedralbes, specifically in a room adjacent to the Chapel of Sant Miquel. **This chapel contains 14th-century Gothic murals of high historical and artistic value, which attract a large number of visitors, potentially compromising its preservation.**

This intervention includes the creation of an explanatory audiovisual installation about the artistic innovation of the murals, the installation of an interactive screen with information about the alterations detected before its restoration, and the renovation of the monastery's website with new digital content.

Los objetivos principales del proyecto se centran en:

- **Preserve and protect the murals**, limiting exposure to large numbers of visitors.
- **Promote the dissemination of artistic and historical heritage**, bringing the murals closer to the public.
- **Improve the visitor experience**, allowing for a deeper exploration of the works without affecting their conservation.
- **Enhance the digitalization and modernization of cultural dissemination**, facilitating access to content through digital platforms.
- **Consolidate the chapel as a cultural reference**, highlighting its significance within Catalan Gothic art.



## PROJECT ACTIONS

1. Audiovisual equipment for the immersive room.
2. Museography for rooms 1 and 2.
3. Programming for the immersive room



**Total project amount**  
**194,386.63 €**

**Amount financed with NGEU funds**  
**194,388.92 €**

**Execution percentage**  
**35.40%**

**Execution schedule**  
**July 2024 - December 2025**

# Geological Garden. Urbanization of Menéndez Pelayo street

The Geological Garden is an initiative aimed at **bringing geology closer to citizens and tourists**, showcasing the history of planet Earth and its relationship with climate change, energy transition, and natural resource sustainability. This space will **function as a museum in the open air, offering an interactive tour of the Earth's geological evolution over millions of years, highlighting the importance of geological materials in modern society.**

The space will also **serve as an educational laboratory and outreach classroom**, offering guided tours for schools, institutes, and the general public, promoting knowledge tourism.

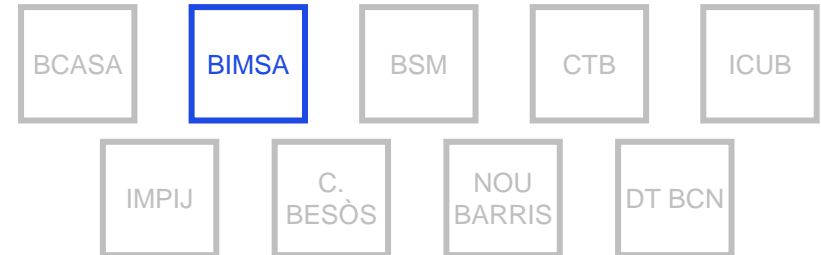
Key features of the Geological Garden:

- **Exhibits of rocks** of various shapes, colors, and textures, representing the geological richness of the Iberian Peninsula.
- **A tour through the last 500 million years**, with representations of the evolution of the planet.
- **Innovative museum elements**, such as a cross-section of the Pyrenees and a chronological column with materials from different epochs.
- **Informative panels and QR codes**, allowing visitors to access interactive information.
- **Integration of botanical elements and urban furniture**, creating a pleasant and educational space.



## PROJECT ACTIONS

1. Creation of a museum space with geological content



**Total project amount**  
**1,149,329.28 €**

**Amount financed with NGEU funds**  
**1,208,608.50 €**

**Execution percentage**  
**53.01%**

**Execution schedule**  
**July 2025 - January 2026**



# Geological Garden. Urbanization of Menéndez Pelayo street





# «Fabra i Coats» – Work interpretation center

The project consists of the rehabilitation of the “Nau F” in the Fabra y Coats complex, with the objective of **converting it into a museum dedicated to the relationship between the city and work**. This intervention is part of the strategy to highlight the industrial heritage of Barcelona, managed by the Museum of the History of Barcelona (MUHBA). This new facility seeks to **recover the historical and industrial memory of Fabra y Coats, one of the city's most important industrial complexes**. The collection will include documents, photographs, machinery, and elements of the former factory, offering a narrative on the evolution of the textile industry and its influence on the peripheral neighborhoods and working-class life.

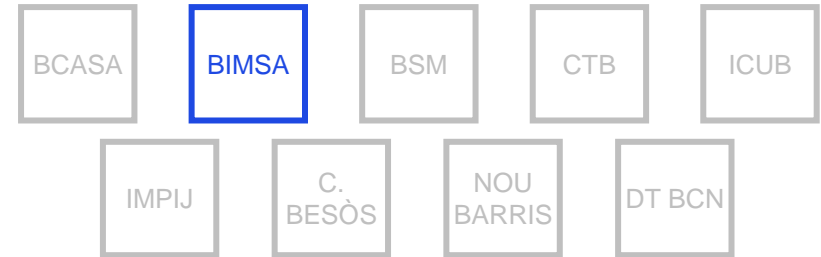
The main objectives of the project are:

- Recover and highlight the **industrial heritage of the city**.
- Create a **new museum space** that explains the history of labor and its relationship with the city. Establish Fabra y Coats as a new **cultural center**.
- **Decentralize tourism activity**, promoting areas of interest outside the city center.
- Integrate the **new museum within the city's network of cultural facilities**, generating synergies with other initiatives.



## PROJECT ACTIONS

1. Additional work for the rehabilitation of the museography
2. Museography:
  - 2.1. LOT 1: Museography
  - 2.2. LOT 2: Collections
  - 2.3. LOT 3: Production of audiovisuals
3. Extension of museography
  - 3.1. LOT 1: Museography
  - 3.2. LOT 2: Collections
  - 3.3 LOT 3: Work – “Peanya escultura Nau F”



**Total project amount**  
**2,911,118.68 €**

**Amount financed with NGEU funds**  
**2,897,095.00 €**

**Execution percentage**  
**85.74%**

**Execution schedule**  
**August 2022- June 2025**

# Montjuïc Castle

Montjuïc Castle is one of the most relevant heritage sites in Barcelona, both for its **historical value** and **its role as a tourist and cultural attraction**. Situated at the top of Montjuïc Hill, this former military site has undergone several renovations, but still has large areas awaiting further development.

The project aims to **rehabilitate and adapt the interior and exterior spaces of the castle to improve accessibility, expand the cultural offer, and turn it into a reference municipal facility**.

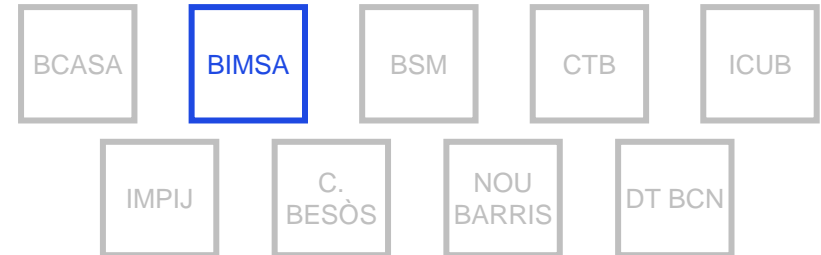
The main objectives are:

- **Rehabilitate the interior spaces of the castle** to expand the cultural and tourist offerings.
- **Promote tourist decentralization**, strengthening Montjuïc as an alternative cultural hub to the city center.
- **Modernize the interpretation center**, improving educational and technological resources.
- **Improve accessibility and security** of the facility, facilitating its adaptation for new uses.
- **Optimize the use of the space for cultural activities and events**, promoting its economic sustainability.



## PROJECT ACTIONS

1. Rehabilitation of the old barracks and former guardhouse.
2. Remodeling of “Pati d’Armes”.
3. Interpretation Center museography
4. Audiovisuals



**Total project amount**  
**4,696,811.23 €**

**Amount financed with NGEU funds**  
**3,715,000.00 €**

**Execution percentage**  
**54,46%**

**Execution schedule**  
**March 2025 - December 2025**

# Exhibition Space “Cases de l’Aigua”

This project aims to **create an exhibition space and digital museography** at the "Casa de les Aigües de Trinitat Nova", **as part of the route that follows the "Rec Comtal" and connects various historical water cycle infrastructures of Barcelona.**

The action includes a permanent physical exhibition, located at the reception area of “Les Cases de l’Aigua de Trinitat Vella i Trinitat Nova”, as well as a digital version integrated into an application that will allow detailed access to information about the water cycle in the city.

Additionally, the project includes the creation of an immersive audiovisual installation inside “La Casa de les Aigües de Trinitat Nova”, taking advantage of its singular morphology to generate an innovative tourism experience.

The main objectives of the project are:

- **Promote the diffusion of the historical and natural heritage** of "Rec Comtal"
- **Improve accessibility and understanding of the water cycle** in Barcelona.
- **Digitalize the tourist experience**, facilitating access to contextualized information.
- **Attract new audiences** and boost sustainable cultural tourism.
- **Create educational resources for schools and institutions**, enhancing the educational use of heritage.



## PROJECT ACTIONS

1. Production, installation, and maintenance of the equipment for the visitable Reserve at "Casa de l’Aigua Trinitat Nova".
2. Production, assembly, and maintenance of the museographic elements of the permanent exhibition “BCN, water, climate, city”.
3. Mixed contract for the supply of services for the acquisition, installation, and commissioning of audiovisual equipment for the exhibitions at "Les Cases de l’Aigua".



**Total project amount**  
**401,322.79 €**

**Amount financed with NGEU funds**  
**500,000.00 €**

**Execution percentage**  
**77.95%**

**Execution schedule**  
**October 2024 – June 2025**

# Bus Zone 4.0.

The Zona Bus 4.0 project aims to **modernize the regulation system for parking and tourist buses** through digitalization and to **improve the connectivity of the Bus Zones of Barcelona**. This initiative will allow for more **efficient and sustainable management of public spaces, reducing congestion, and minimizing emissions from transportation**

The action includes the installation of advanced sensors, video surveillance cameras, and intelligent parking reservation systems to improve operational control, providing real-time information for both bus drivers and mobility managers.

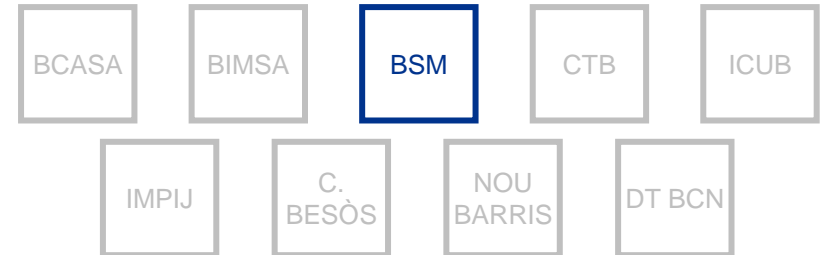
The key objectives are:

- **Improve the management and operations of the Bus Zones**, using real-time data.
- **Reduce unnecessary trips**, improving mobility and reducing congestion.
- **Minimize CO2 emissions**, implementing a more sustainable tourism mobility model.
- **Facilitate remote and digital management of the Bus Zones**, optimizing resources and improving user experience.
- **Position Barcelona as a leader in sustainable and digital tourism mobility.**



## PROJECT ACTIONS

1. Automation of parking at logistics platform. Lot 1 and Lot 2
2. Automation of parking at logistics platform. Civil works
3. Service for development, installation, and commissioning of the project
4. Civil works – Sagrada Família
5. Civil works – Marquès de l'Argentera
6. Automation works for Bus 4.0 at stations in the Lluís Companys and Palau Nacional area
7. Billboards (MUPIs)
8. Website
9. SPRO enhancements
10. Website enhancements
11. Services for project drafting, site management, health and safety coordination, and project audit



**Total project amount**  
**2,014,271.13 €**

**Amount financed with NGEU funds**  
**999,999.66 €**

**Execution percentage**  
**71.83%**

**Execution schedule**  
**April 2024 - September 2025**



# Digitalization of tourism promotion

This project aims to **drive the digitalization of tourism promotion and management in Barcelona, integrating a broad vision of the visitor's customer journey and improving the digital connectivity between various stakeholders.** The initiative will optimize the marketing and commercialization strategy, favoring deconcentration and sustainability of tourism.

The action includes the creation of an advanced technological infrastructure, the digitalization of services for both visitors (B2C) and tourism operators (B2B).

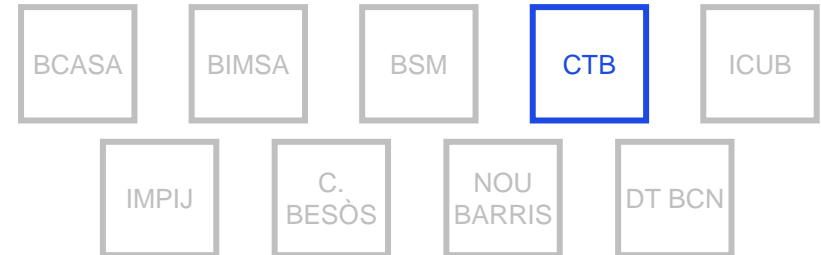
Key objectives of the action:

- **Optimize promotion and tourism management through advanced digital tools.**
- **Promote the territorial deconcentration of tourism**, enhancing new spaces and experiences in the city and metropolitan area.
- **Position Barcelona as a leader in digital tourism**, adopting emerging technologies for promotion.
- **Encourage sustainability in tourism through digitalization and environmental impact reduction.**
- **Improve the competitiveness of the tourism sector**, supporting local businesses and operators with digital tools.



## PROJECT ACTIONS

1. Development and integration service for a DXP platform
2. Service contract for consultancy, support, and guidance in the technological-digital field and in the organizational-legal-administrative field
3. This is Barcelona. Lot 1 and Lot 2
4. Graphic design and creation of the Design System
5. Accessibility – This is Barcelona
6. Corporate websites
7. SEO – This is Barcelona
8. App – This is Barcelona
9. Telephone switchboard
10. Data intelligence



**Total project amount**  
**5,864,847.06 €**

**Amount financed with NGEU funds**  
**5,500,000.00 €**

**Execution percentage**  
**47.46%**

**Execution schedule**  
**October 2024 - March 2026**

# Digital portal of the municipal museums of Barcelona

The project consists of **creating a multilingual digital portal dedicated to the heritage and museums of Barcelona, with the goal of improving visibility and promoting cultural facilities** both locally and internationally. This initiative aims to centralize and organize the city's cultural offerings, boosting the diffusion of collections, exhibitions, and cultural activities in a unified digital space.

The main objective is to **position Barcelona as a reference cultural destination through a competitive digital platform**, integrating modern tools for promotion and communication. Additionally, the portal's launch will be accompanied by an international diffusion campaign to enhance its projection and recognition.

The main objectives are focused on:

- **Creating a digital reference space for museums and the heritage** of Barcelona.
- **Promoting the diffusion of collections, exhibitions, and activities**, improving access to culture.
- **Boosting the digitalization of the cultural sector**, facilitating access to multimedia content and innovative tools.
- **Promoting Barcelona as a world-class cultural destination.**
- **Bringing heritage closer to young and international audiences** through modern digital strategies.



## PROJECT ACTIONS

1. Image campaign
2. Conceptualization, design, programming, and launch of the portal
3. Portal management and maintenance



**Total project amount**  
**215,344.93 €**

**Amount financed with NGEU funds**  
**240,001.08 €**

**Execution percentage**  
**26.92%**

**Execution schedule**  
**July 2025 - January 2026**

# Multiplatform channel dedicated to promoting the cultural sector

The project consists of creating a metropolitan **entity to connect the offering of cultural and leisure products and services with local public consumption profiles**. The goal is to stimulate the production, distribution, and consumption of culture and leisure in Barcelona, optimizing the connection between supply and demand.

The agency will work with aggregated and segmented data on cultural and leisure consumption to improve the promotion and diffusion of the city's cultural proposals. To do so, new data collection and analysis mechanisms will be created, along with a multiplatform channel to facilitate content distribution.

The main objectives are focused on:

- **Improving the relationship between cultural and leisure offerings and the public's consumption profiles.**
- Boosting the **digitalization of tourist and cultural promotion**, using new technologies.
- Encouraging the **territorial decentralization of tourism**, promoting new spaces and experiences.
- Enhancing the **use of data for strategic decision-making** in the cultural sector.
- Increasing the **loyalty of cultural audiences** through segmentation strategies and personalized communication.



## PROJECT ACTIONS

1. Multiplatform channel dedicated to boosting the cultural sector and creating trends and new cultural audiences in Barcelona and the metropolitan area.



**Total project amount**  
**200,000.00 €**

**Amount financed with NGEU funds**  
**200,000.00 €**

**Execution percentage**  
**50.00%**

**Execution schedule**  
**December 2024 - December 2025**

# Digitalization subsidy for entities in the visitor economy

The project consists of creating a subsidy call to **boost the digitalization of the private sector that forms the visitor economy in Barcelona**. This initiative, led by the City Council of Barcelona, seeks to **facilitate the transformation of tourism sector companies to improve competitiveness, sustainability, and operational efficiency**

The main objectives of the subsidy are:

- **Promoting the territorial decentralization** of tourist activity, boosting new urban imagery and cultural products.
- Highlighting the **distinctive tourist offerings of Barcelona**, promoting a more diversified offer.
- **Enhancing the comprehensive digitalization of tourism promotion and activity**, driving new data-driven strategies.

**7 Beneficiary entities:** PIMEC, Gremi d'Hotels, Fundació Privada Barcelona Comerç, Associació de comerciants La Boqueria, Clúster TIC Turisme de Catalunya, Barcelona SportsTech Hub 23, Associació Catalana d'empresa familiar.

The following slide details the projects and the amounts awarded to each entity



**Total project amount**  
**2,500,000.00 €**

**Amount financed with NGEU funds**  
**2,500,000,00 €**

**Execution percentage**  
**100%**

**Execution schedule**  
**May 2024 – September 2025**



## PROJECT ACTIONS

1. Digitalization subsidy for entities in the visitor economy.



# Digitalization subsidy for entities in the visitor economy

## Approved Applications

Beneficiary Company	Project	Total initial project amount		
		Modalities 1	Modalities 2	Modalities 3
GREMI D'HOTELS DE BARCELONA	ESDEVENIMGEST		415,295.83 €	
FUNDACIÓ PRIVADA BARCELONA COMERÇ	Tourist Attraction Platform for Barcelona Commerce	594,580.00 €		
ASSOCIACIÓ DE COMERCIANTS DE LA BOQUERIA	Boqueria Digital		116,221.00 €	
ASSOCIACIÓ DEL CLÚSTER TIC TURISME DE CATALUNYA	Dicopa Digitalization and Commercialization of Heritage	147,000,00 €		
ASSOCIACIÓ DEL CLÚSTER TIC TURISME DE CATALUNYA	Hub City guides Barcelona		141,550.00 €	
PIMEC – PETITA I MITJANA EMPRESA DE CATALUNYA	PIMEC VISITOR ECONOMY DATA HUB		443,609.48 €	
BARCELONA SPORTSTECH HUB23	365 BCN SPORTS EXP			310,300.00 €
ASSOCIACIÓ CATALANA DE L'EMPRESA FAMILIAR	Interactive Screens to Boost Local Commerce	329,200.00 €		
ASSOCIACIÓ CATALANA DE L'EMPRESA FAMILIAR	Digital Loyalty to Boost Local Commerce in Barcelona		369,000.00 €	

03

# The technical office of the PSTDB

# The technical office of the PSTDB

The Technical Office of the PSTDB was created due to the need for the Tourism Directorate to carry out appropriate monitoring and reporting of the actions financed with European Funds through the Sustainable Tourism Plan for Destinations in Barcelona.

The high complexity of this Plan, consisting of 19 projects executed by 9 entities or areas of the Municipal Group, highlights the need for a Technical Office to monitor project execution (in terms of time, budget, and scope) and, at the same time, provide support to the entities and the Tourism Directorate concerning the regulations of European Funds.

In this sense, the functions of the Technical Office of the PSTDB are:



## Support for Compliance with Regulations

- Technical advice to comply with regulations derived from the PSTDB and NGEU Fund requirements.
- Assistance with justification and reporting derived from European Funds. To do so, data will be collected, and the necessary tools (GeNext, CoFFEE, or SIFONG) will be implemented.



## Support, Communication, and Management of Executing Bodies

- Support for the executing bodies to comply with NGEU Fund requirements.
- Resolution of issues related to NGEU Funds or project execution.
- Operational monitoring of projects in terms of scope, budget, and timeline.



## Global Monitoring of Plan Execution

- Support to the Tourism Directorate for global monitoring of the Plan.
- Control of the budget execution of the Plan according to established timelines and through appropriate procurement procedures.
- Control of compliance with the environmental labels set for the presented projects, the weight percentage of the plan's key areas, etc.

# The technical office of the PSTDB

The approach followed by the Technical Office of the PSTDB to achieve its objectives from an operational standpoint is as follows:

## Operational Monitoring - Executing Bodies

Frequency: **Biweekly**

Operational monitoring meetings are held with the executing bodies to track project progress, ensuring milestones and objectives are met. These meetings also assist in helping the executing bodies comply with the European Fund regulations concerning contracts, communications, and interest conflicts, etc. The Technical Office requires regular updates on task progress, which are documented in each project's task sheet, serving as a basis for reporting.

## Operational Monitoring - Tourism Directorate

Frequency: **Biweekly**

The Technical Office meets with the Tourism Directorate every two weeks to centrally monitor the global execution of the Plan, detecting risks in possible changes to project scope or deviations in budget and timeline, and suggesting mitigation actions. These meetings may include raising issues requiring ad-hoc meetings with the executing bodies or specific information requests.

## Ad-hoc Meetings

Frequency: **ad-hoc**

The Technical Office is available to the executing bodies to organize meetings when needed, both to resolve questions at the operational level or regarding compliance with regulations, or to define next steps in the event of changes to project scope.

## Global Monitoring - Technical Secretariat of European Funds

Frequency: **Bi-monthly**

The Barcelona City Council's Tourism Directorate holds bi-monthly meetings with the Technical Secretariat of European Funds to track the status of the project and the European Funds included in the Plan. These meetings also address questions related to Fund requirements or other areas of interest for the proper development of the plan.

## Global Monitoring - Meetings with the Generalitat of Catalonia

Frequency: **Quarterly**

Every three months, the General Directorate of Tourism from the Generalitat of Catalonia and the Tourism Directorate of Barcelona City Council meet to review the global progress of the Plan and address any questions related to transversal principles or justifications of projects. The Generalitat is responsible for evaluating the various monitoring reports (monthly, quarterly, and semi-annual reports).



